

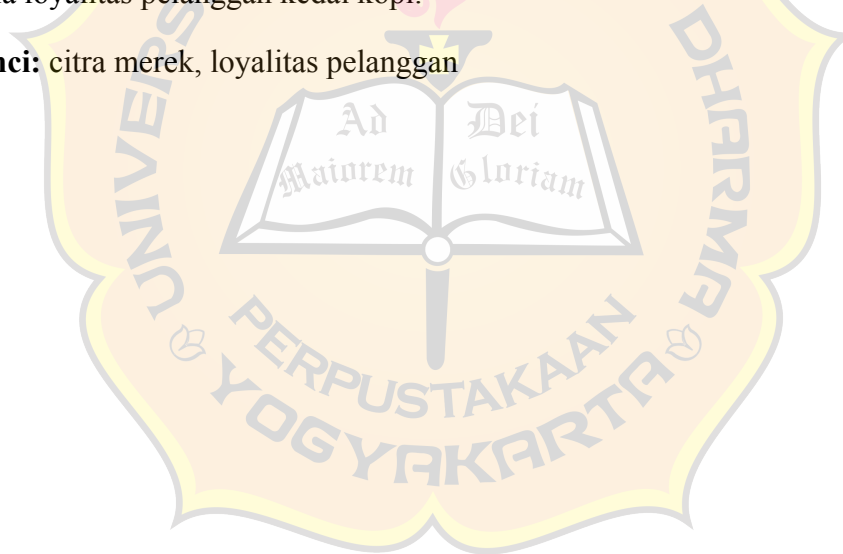
## HUBUNGAN ANTARA CITRA MEREK DAN LOYALITAS PELANGGAN KEDAI KOPI

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara citra merek dan loyalitas pelanggan kedai kopi. Hipotesis penelitian yang diajukan adalah adanya hubungan yang positif antara variabel citra merek dan loyalitas pelanggan kedai kopi. Subjek dalam penelitian ini ada 104 orang yang masuk dalam generasi milenial yaitu berusia 20 sampai 40 tahun dan pernah membeli produk di kedai kopi yang berlokasi di Yogyakarta. Pengumpulan data dilakukan dengan membagikan kuesioner secara online. Kuesioner penelitian terdiri dari skala citra merek (20 item,  $\alpha = 0,914$ ) dan skala loyalitas pelanggan (12 item,  $\alpha = 0,826$ ). Hasil uji asumsi menunjukkan bahwa data tidak memenuhi syarat normalitas, namun memenuhi syarat linearitas. Oleh karena itu, analisis data dilakukan menggunakan *Spearman's rho*. Hasil uji analisis menunjukkan bahwa kedua variabel tersebut memiliki koefisien korelasi  $r = 0,539$  dan nilai signifikansi  $p = 0,000$ . Hal ini berarti variabel citra merek berkorelasi positif dengan loyalitas pelanggan kedai kopi. Semakin baik citra merek, maka semakin tinggi pula loyalitas pelanggan kedai kopi.

**Kata kunci:** citra merek, loyalitas pelanggan



## THE RELATIONSHIP BETWEEN BRAND IMAGES AND CUSTOMER LOYALTY AT COFFEE SHOPS

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### ABSTRACT

This study aims to determine the relationship between brand image and coffee shop customer loyalty. The proposed research hypothesis is that there is a positive relationship between brand image variables and coffee shop customer loyalty. The subjects in this study were 104 people belonging to the millennial generation, namely aged 20 to 40 years who had bought products at a coffee shop located in Yogyakarta. Data collection was carried out by distributing questionnaires online. The research questionnaire consisted of a brand image scale (20 items,  $\alpha = 0.914$ ) and a customer loyalty scale (12 items,  $\alpha = 0.826$ ). The results of the assumption test show that the data does not meet the normality requirements, but meets the linearity requirements. Therefore, data analysis was performed using Spearman's rho. The results of the analysis test showed that the two variables had a correlation coefficient of  $r = 0.539$  and a significance value of  $p = 0.000$ . This means that the brand image variable is positively correlated with coffee shop customer loyalty. The better the brand image, the higher the coffee shop customer loyalty.

**Keywords:** brand image, customer loyalty

